

# Better with Breakfast

Starting the School Day  
with a Healthy First Meal



All students deserve  
to start their school  
day with a belly full  
of nutritious food.



UNDENIABLY  
DAIRY™

A day without breakfast can carry heavy consequences. Food is only nutritious when eaten and increasing the chances for students to enjoy breakfast can be just as important as offering school breakfast.

## Key School Breakfast Strategies

### Table of Contents

Win Over Your Audiences .....	1
Marketing Breakfast to Your Students .....	5
Alternate Serving Models .....	10
Menus & Recipes .....	11

**Additional promotion resources are available for download at:**  
**[www.milkmeansmore.org/better-with-breakfast-resources](http://www.milkmeansmore.org/better-with-breakfast-resources).**

- Talking Points with Teachers
- Tips for Administration
- Bulletin Board Ideas
- Parent Newsletter
- Weekday Digital Menu Board Slides
- Images for cafeteria menus, newsletters and social media



# Win Over Your Audiences

Let everyone know how school breakfast leads to success! It is important to gain support from individuals taking part in your program, those that can create positive change for your program, and those directly or indirectly affected by your program.



## **Appeal to STUDENTS**

p. 2



## **Spread Awareness to PARENTS & GUARDIANS**

p. 3



## **Get TEACHERS, PRINCIPALS and SUPERINTENDENTS on Your Side**

p. 4



## Appeal to STUDENTS

### **Bring breakfast to students**

where and when they spend time together.

**Give them a second chance to enjoy breakfast**, when hunger starts to kick in.

**Offer items inspired by trendy restaurants**, like hot breakfast sandwiches, build-your-own smoothie stations or made-to-order lattes with milk.

**Invite special guests and local celebrities** students would be excited to see to help serve breakfast or enjoy breakfast with students.

**Give students a voice** – find out why certain menu choices are popular, work together to create promotions to their peers, and tap into student creativity with breakfast-inspired art, posters, or videos.



**Stress the nutritional benefits of eating breakfast on performance** – academically and athletically. Learn more from Robert Murray, MD, FAAP and how high-quality nutrition impacts learning at [www.milkmeansmore.org/wholechildwebinar](http://www.milkmeansmore.org/wholechildwebinar).

**Make school breakfast available for ALL students.**  
Work towards reducing shame in enjoying a free meal at school, so those in need are not identifiable by others.



## Spread Awareness to **PARENTS & GUARDIANS**

**Communicate clearly and often** – and don't stop!

**Connect with parents/guardians everywhere they seek information:** social media, websites, newsletters, emails, parent teacher conferences, sporting events and theater nights to start.

**Invite parents/guardians into your kitchens and cafeterias,** virtually or physically. Host a school meeting in the cafeteria, shoot a short video of meal prep time, or invite them to join their student at breakfast.

**Highlight the benefits of school breakfast:**<sup>1,2</sup>

- improves overall nutrition
- more likely to maintain a healthy weight
- increases academic achievement and test grades

**Encourage at-home menu reading** with younger students so they know all the options

**Focus on time savings** for families who don't have to worry about what to make for breakfast.





## Get **TEACHERS, PRINCIPALS** and **SUPERINTENDENTS** on Your Side

### **Present a compelling case to get key stakeholders**

on your side, including considerations for schedule changes, cost analysis, and participation data.

### **Share the facts:**

Millions of kids in America don't get enough food at home with 1 out of 6 children struggling with hunger. Hungry children cannot learn.<sup>4,11</sup> Learn more at [www.feedingamerica.org/hunger-in-america/child-hunger-facts](http://www.feedingamerica.org/hunger-in-america/child-hunger-facts).

**Highlight the nutrition** school breakfast provides.

**Focus on the benefits:** Helps to improve test scores, reduce behavioral problems, and creates calmer classrooms.<sup>4</sup>

### **Encourage open communication and gain feedback,**

especially if serving breakfast in the classroom, as it can change instructional time.

**Cater a meal for staff breakfast** so they can experience the options available in the cafeteria.

**Start small, be realistic and personalize it** – enhancing a breakfast program could be trial and error until you find the best fit for your school's needs! Encourage positive role modeling by motivating staff to enjoy breakfast with students.



# Marketing to Your Students

Reach students with marketing and advertising to build up anticipation and leave them wanting breakfast at school each morning! A multi-pronged marketing approach is essential for the success of your program.

## **VISUALS – We first eat with our eyes!**

**Display flyers, posters and bulletin boards** throughout the school building featuring catchy graphics and popular themes.

**Involve students** in creating posters and signs.

**Put together a sample breakfast plate** for students as they come through the line. Snap a photo of the sample plate and feature it printed or digitally!



**Display fun graphics** on cafeteria menus or put in school newsletters.

**Embrace themes** to inspire breakfast promotions: holidays, special occasions, or favorite books and TV shows.

**Add customization options** to menu choices.

**Make breakfast spaces appealing and enjoyable**, whether it's in the classroom, cafeteria, or hallway.

## **LEVERAGE – Highlight breakfast through existing school communication methods:**

### **Automated Call and Text Messages**

Similar to what families would receive for important school announcements like snow days.

### **“On Hold” Phone Messages**

For parents and students to hear while waiting to speak to school administrative staff.

### **School and Community Websites**

Include service times and menus on multiple webpages.

### **PA Announcements**

Remind students of their breakfast options and any promotions.

### **Newsletters**

Add updates in schoolwide and individual classroom newsletters.

### **In-School TV Monitors**

Show off the delicious breakfast options on the menu!

### **Meeting Agendas**

Get on the agenda to share updates about school breakfast: Parent teacher organizations/associations, athletics, staff meetings, parent-teacher conferences, school and community events, and more.





## DIGITAL – Technology at our fingertips

**Spread the word** about school breakfast through social media.

**Sample posts available to use and tailor for your audience:**



Your School Name  
@YourSchoolName

Fuel up with breakfast each day, filling your tank with [insert breakfast menu options available, i.e., smoothies, lattes, and cereal] – all starring your favorite drink, milk!



Your School Name  
@YourSchoolName

Have you heard the *moos*? Breakfast is available for ALL students at [insert school name] School!



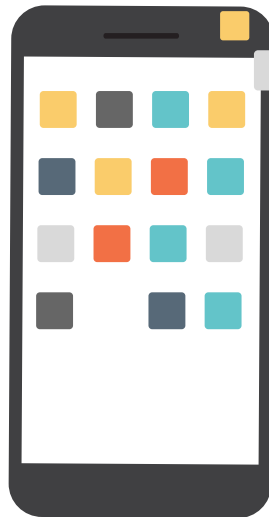
@YourSchoolName

Don't go to class [#hangry](#), grab school breakfast to help you stay full until lunchtime!

**Create short videos** of school breakfast choices and share what students can expect if they enjoy breakfast at school.

**Try out online meal ordering applications** (apps)

Free apps are available (i.e., Google docs/forms, Microsoft forms, Remind app).



## ENGAGEMENT – Generate Interest



### Appeal to Their Competitive Nature

Consider contests between classrooms at your school, between rivalry schools within your district, or partner with a neighboring district to help encourage participation.

### Involve Student Organizations and Other Departments

Encourage them to help with breakfast promotions and support common goals. For example, team up with the school marketing class to create a new advertising campaign, or work with the band or choir to create a jingle or partner with the art department for a poster contest.

### Hold Menu Tastings

Involve students by having them create fun names for new menu choices.

### Host a Junior Chef Competition

Let students develop and submit recipes that meet school meal guidelines and include fruits, whole grains, and milk!

### Surprise Prizes

- **Lucky Milk**

Place a sticker on a carton of milk to randomly award students that select a 'lucky milk.'



- **Golden Tickets**

Customize a "Golden ticket" to put into grab and go meal bags for students to turn in for a prize.

### Vote

Have students vote between sample offerings to choose which one stays on the menu.

### Get the Word Out

- **Advertise across multiple platforms** and include activity timelines and details before launching.
- **Promote the activities** – Communicate, communicate, communicate!
- **Feature your success** – Be sure to celebrate and give credit to all involved!

## **SUPPORT – Rally your resources**

### **Sponsor a Breakfast**

Invite teachers, principals, and superintendents to a breakfast. Educate on the benefits of school breakfast and feature your menu to encourage support for your breakfast program.

### **Invest in Equipment**

Consider upgrading or adding equipment that can increase opportunities to reach students in different areas to serve more breakfasts, like a cart in the hallway or rolling coolers to deliver to the classroom.\*

*\*Grants may be available. See below.*

## **Funding available for food service equipment!\***

United Dairy Industry of Michigan is proud to support Michigan schools by providing equipment and materials that will help meet school food service needs while increasing dairy consumption.

### **Equipment Examples**



milk crate bags



milk coolers



rolling coolers



meal transportation carts

For more information visit:

**[milkmeansmore.org/schools-educators/grants](https://milkmeansmore.org/schools-educators/grants)**

*\*Grants are based on available funds, application status and compliance.*

# Alternate Serving Models

Just as lunch is part of the actual school day, consider moving breakfast to be part of the school day too. For every 10 students who each school lunch, only 4 (43%) take part in school breakfast.<sup>10</sup> Providing students with different, or even multiple, opportunities to enjoy breakfast during the school day can help increase participation. Each school is unique and may have diverse needs, so keep in mind different models may work for different buildings, even within the same district.

**Breakfast after the Bell**



**Breakfast in the Classroom**



**Breakfast on the Bus**



**Grab and Go Breakfast**



**Breakfast Vending Machines**



Want to see how real schools took these models and put them into action?

**Michigan Team Nutrition Success Story Compendium**  
[bit.ly/SchoolBreakfastSuccessMichigan](https://bit.ly/SchoolBreakfastSuccessMichigan)

**No Kid Hungry: Center for Best Practices**  
[bit.ly/NoKidHungryBreakfastSuccesses](https://bit.ly/NoKidHungryBreakfastSuccesses)

**Videos: Michigan School Breakfast Success Stories**  
[bit.ly/MichiganBreakfastSuccessVideos](https://bit.ly/MichiganBreakfastSuccessVideos)

# Menus & Recipes

Be proud of the food you serve at school breakfast! A menu can be one of your most powerful tools to share not only what is being served, but can entice students, parents, and faculty to enjoy breakfast at school.

## Variety

Plan a menu that offers a variety of healthy options to choose from and display it in a creative way. Keep it fresh and changing! Borrow ideas from hot spots that students would typically eat at – think ramen bowls, build-your-own choices, and customization.

## Student Voice

Survey your students and adjust the menu to reflect their suggestions. Make sure it is advertised! Students love to be recognized for their bold, new ideas!

Recipe ideas can be found at

**[www.usdairy.com/recipes](http://www.usdairy.com/recipes)**

*Use the filter “school”.*

## Yogurt Coffee Cooler

Yield: 16 – 13 oz  
servings

### Ingredients

- 4 lb. low-fat vanilla yogurt
- 16 cups skim milk
- 2 cups sugar free caramel syrup
- 2 – ½ Tbsp. instant coffee granules

### Directions

1. Add yogurt, 4 cups milk, syrup, and instant coffee powder to a 2 gallon or larger container: whisk until completely smooth.
2. Add remaining 12 cups milk and whisk until fully incorporated.
3. Divide evenly between 16 serving cups (13 oz. each) and cover; serve immediately or refrigerate until serving.



## Peaches and Cream Waffle Dunkers

Yield: 50 servings



### Ingredients

- 1.5 gallons vanilla yogurt, low fat
- 100 oz. peaches, canned and drained (for step 1)
- 3 lbs, 2 oz cream cheese, softened, non-fat
- 100 waffle sticks, whole grain
- 16 oz. cinnamon sugar mixture (50% granulated sugar/50% ground cinnamon)
- 100 oz. peaches, canned, drained and diced (for step 6)

### Directions

1. To make the Peaches-n-Cream: In a food processor or mixer, whip the cream cheese, then add yogurt and diced, drained peaches. Whip until smooth. Store in the refrigerator until ready to use.
2. Preheat oven to 350°F for conventional oven or 325°F for a convection oven.
3. Place waffle sticks on parchment lined sheet pan. Coat waffle sticks on both sides with pan release spray.
4. Dust both sides with cinnamon sugar. Alternatively, place waffle stick in a large bowl, spray with pan release and toss with cinnamon sugar.
5. Toast waffle sticks for 7 minutes in a conventional oven, or for 5 minutes in a convection oven.
6. For service: Serve a heaping  $\frac{1}{2}$  cup of cold Peaches-n-Cream topping with a  $\frac{1}{4}$  cup of diced peaches with 2 hot waffle sticks.

# References

- <sup>1</sup> Childhood Obesity 180 at Tufts University, The Breakfast Effect, 2013. <https://www.childobesity180.org/breakfast-effect>.
- <sup>2</sup> Food Research & Action Center (FRAC), School Meals are Essential for Student Health and Learning, August 2019. [https://frac.org/wp-content/uploads/School-Meals-are-Essential-Health-and-Learning\\_FNL.pdf](https://frac.org/wp-content/uploads/School-Meals-are-Essential-Health-and-Learning_FNL.pdf).
- <sup>3</sup> No Kid Hungry: Center for Best Practices, School Breakfast: The Impact of Breakfast After the Bell, 2021. <http://bestpractices.nokidhungry.org/research/school-breakfast>.
- <sup>4</sup> National Dairy Council, Fluid Milk in School Meal Programs, January 1, 2015. <https://www.usdairy.com/getmedia/68cd4cf2-eb2f-4851-a3df-397894994290/school%20milk%20report.pdf.pdf.aspx>.
- <sup>5</sup> No Kid Hungry, Hunger Devastates Children: Facts on Childhood Hunger in America, 2016. [https://www.nokidhungry.org/sites/default/files/2017-12/Fact\\_Sheet-2016.pdf](https://www.nokidhungry.org/sites/default/files/2017-12/Fact_Sheet-2016.pdf)
- <sup>6</sup> United Way for Southeastern Michigan and No Kid Hungry, Better with Breakfast, 2021. <https://unitedwaysem.org/get-help/community-resources/breakfast/>.
- <sup>7</sup> USDA Food and Nutrition Service, School Breakfast Program (SBP) Fact Sheet, March 31, 2019. <https://www.fns.usda.gov/sbp/sbp-fact-sheet>.
- <sup>8</sup> USDA Food and Nutrition Service, School Breakfast Program: Make Breakfast First Class Infographic, November 24, 2020. <https://www.fns.usda.gov/sbp/school-breakfast-program>.
- <sup>9</sup> USDA Food and Nutrition Service, School Breakfast Program: Marketing Ideas, July 24, 2013. <https://www.fns.usda.gov/sbp/marketing-ideas>.
- <sup>10</sup> Michigan Department of Education and United Way for Southeastern Michigan, Better with Breakfast, 2021. <https://betterwithbreakfast.com/>
- <sup>11</sup> Feeding America, Child Hunger Facts, 2021. <https://www.feedingamerica.org/hunger-in-america/child-hunger-facts>
- <sup>12</sup> No Kid Hungry Starts with Breakfast, Ending Childhood Hunger: A Social Impact Analysis. <https://nkh-development-s3-bucket.s3.amazonaws.com/sites/default/files/pdfs/school-breakfast-brochure.pdf>
- <sup>13</sup> National Institutes of Health, The effects of breakfast on behavior and academic performance in children and adolescents, 2013. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3737458/>
- <sup>14</sup> USDA Food and Nutrition Service, Nutrition Standards for School Meals, September 23, 2019. <https://www.fns.usda.gov/cn/nutrition-standards-schoolmeals>.
- <sup>15</sup> Harvard School of Public Health, Study shows kids eating more fruits, veggies, March 4, 2014. <https://news.harvard.edu/gazette/story/2014/03/studyshows-kids-eating-more-fruits-veggies/>.

The background of the entire page is white, decorated with several large, irregular, solid black shapes. These shapes are scattered across the frame, with some appearing as large, rounded blobs and others as smaller, more circular spots. The shapes vary in size and orientation, creating a dynamic, abstract composition.

**MILK** MEANS MORE